

**NOTICE FOR PROFESSIONAL SERVICES
SOLICITATION NO. 2014-XPROF-1**

The County of Kaua'i, under an exempt HRS 103D process (Exempt 2014-EX-2) hereby provides public notice to invite persons engaged in the services listed below to submit current statements of qualifications and expressions of interest for the Fiscal Year 2014:

KAUA'I COUNTY HOUSING AGENCY

Lima Ola Marketing

Description: The Housing Agency is seeking the professional services of a qualified consultant to prepare a marketing campaign for an affordable housing project known as Lima Ola. Services shall include but not be limited to outreach strategies, the creation, production and distribution of marketing materials, through print, video, web and other media as necessary, creating and purchasing of targeted advertising, and grant writing. Marketing shall be designed to reach a diverse group of potential funding institutions, including federal, state and local government agencies, elected officials, philanthropic institutions, and development partners, with the goal of aiding the Housing Agency in obtaining both government and private funding and development partners for an affordable housing development known as Lima Ola. More information about Lima Ola can be found on the Housing page at www.kauai.gov.

Interested parties or firms should identify and provide information regarding recent marketing campaigns that demonstrates their ability to successfully perform the described services.

The selection factors are in descending order of importance:

- (1) Experience and professional qualifications relevant to the specific services**
- (2) Past performance demonstrated on projects of a similar scope; and**
- (3) Capacity to accomplish the work in the required time period.**

Funding: Estimated budget for the required services is not to exceed \$50,000.

Contract Duration: The anticipated term of the contract is for a 12-month period.

Questions should be directed to Gary Mackler, Development Coordinator at 241-4429.

Interested parties or firms capable of providing the professional services listed shall transmit the resume and relevant experience description as requested electronically to COKPurchasing@kauai.gov

The email subject line shall include the following reference:

2014-XPROF-1 – Lima Ola Marketing, Company’s name (for example: 2014-XPROF-1 – Lima Ola Marketing, XYZ Co.) Note: “2014-XPROF-1” must be exact. No additional numbers or characters. No substitutions “O” for zero or vice versa.

The resumes may be electronically transmitted in either MS Word or PDF format.

Resumes should include:

1. Reference to this Notice by Note “#2014-XPROF-1” on the cover page of each resume.
2. The name of the firm or person, the principal place of business, and location of its office(s) with phone number and email address.
3. A description or narrative of the firm’s background and qualifications statement of qualifications (education, training, licenses, credentials) and relevant experience of the principals and staff members to be involved, and supporting information as it pertains to the services identified.
4. The age of the firm, number of employees and experience.
5. The names of up to five (5) clients who may be contacted.
6. Capacity to complete work in the required time frame.
7. Any other pertinent data that should or may be considered in the evaluation of the firm’s qualification.

Any change in resumes that will be cause for disqualifying the firm from consideration for award and shall be immediately reported to the Director of Finance.

Awards shall be posted on the internet within seven (7) days of the contract award via County Purchasing Division website.

Deadline for submission is **4:00 P.M. (Hawai'i Standard Time) September 12, 2013.**

Late submission will be returned. Risk of late delivery shall lie with the sender.

Steven Hunt
Director of Finance
County of Kaua'i